

SVEUČILIŠTE U RIJECI – BLENDED INTENSIVE PROGRAMMES (BIP) 2024/2026

Name of the BIP program:	Heritage Unpacked: Gastronomy and Wine Tourism
Faculty/Unit of UNIRI-a organising the BIP:	Faculty of Tourism and Hospitality Management
Name and Surname of BIP organiser:	Faculty of Tourism and Hospitality Management
BIP organiser contact (e-mail, phone):	alenkasp@fthm.hr +385915157444
Place/places of physical part of BIP:	Faculty of Tourism and Hospitality Management, Opatija, Croatia
Dates of physical part of BIP:	25/05/2026 – 29/05/2026
Dates of virtual part of BIP:	18/05/2026 – 22/05/2026
Virtual component timing After / before / before and after / before and during / before, during and after / during / during and after	Before
Partner Institutions: (Minimum 2 partner institutions from 2 different Erasmus program countries)	
Main Teaching/Training Language:	English language
Type of BIP participants (students or staff)	Students
Level of study (for student participants) Bachelor / Master / Doctoral	Bachelor / Master
Field of education (for student participants) ISCED code	0311: Economics 1013: Hotel, restaurants and catering 1015: Travel, tourism and leisure
Number of ECTS Credits Awarded (Minimum 3 ECTS must be awarded to students)	3 ECTS
Number of Teachers/Trainers delivering the Programme:	FIVE (5)
Priorities Addressed (Please choose)	<ul style="list-style-type: none"> Environment and fight against climate change Inclusion and diversity

Objectives and Description:

The objectives of the program are as follows:

- To immerse students in the captivating concepts of destination management, oenology, gastronomy, and heritage studies;
- To enlighten students about the profound value of natural heritage and its exciting potential for tourism development;
- To foster vibrant interdisciplinary collaboration by weaving together insights from cultural studies, oenology, and tourism management;
- To equip students with the essential skills to seamlessly integrate natural heritage tourism attractions into innovative local tourism products and memorable events;
- To inspire students to delve deeply into and celebrate the rich tapestry of diverse culinary and cultural heritages found across regions;
- To ignite students' creativity and innovation as they craft unforgettable tourism experiences that resonate with the modern traveller's passion for local culture and oenology;
- To sharpen students' critical thinking and problem-solving abilities through engaging group activities and real-life case studies;
- To nurture entrepreneurial spirit by actively involving students in the exciting journey of conceptualizing, planning, and marketing ground-breaking tourism products;
- To create enriching opportunities for students to build connections with peers and industry professionals in the dynamic fields of hospitality and tourism management;
- To challenge students to participate in an exhilarating innovation competition that showcases and promotes the vibrant intersection of tourism, gastronomy, and culture.

This BIP is designed to captivate Erasmus students with a distinctive educational experience, seamlessly intertwining cultural heritage and oenological traditions to foster the development of innovative and sustainable tourism products.

Methods and outcomes:

This program seamlessly integrates theoretical knowledge with practical, hands-on experiences, actively fostering interdisciplinary collaboration among students from diverse academic backgrounds. By employing a blended learning approach, it combines online instruction with an intensive one-week in-person experience.

The program confidently aims for the following outcomes:

- Compare and contrast various cultural heritage traditions.
- Clearly describe the essential characteristics of a tourism product.
- Analyze existing tourism offerings with depth and insight.
- Explore and capitalize on opportunities for developing innovative solutions.
- Effectively modify and enhance current tourism products.
- Adapt to new challenges related to product promotion with agility and creativity.

Virtual Component Description:

The program will use Microsoft Teams platform for online teaching during the first (virtual).

- Intro to Erasmus BIP
- The Importance of Cultural Heritage Tourism
- Integrated marketing communications: selling through storytelling
- Potentials for the valorisation of natural heritage in tourism
- Gastronomy Tourism - Creating Value for Destinations

List of participants (minimum 10 participants as learners):

Note: All eligible BIP participants must receive Erasmus grants from their home institutions.

Br.	Name and Surname of Erasmus participant	University/ Institution of arrival:
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